LEO BURNETT U.S.A.
AD# BUC128-D1 REQ# M18638 "SMOKE BUCKS SAVE MONEY" - PAGE 4/C 9-3/4 X 11-1/4 SUNDAY SUPP, 1990

SMOKE BUCKS SAVE MONEY

Full rich flavor, not full price.

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Mfr. suggested retail price.

Kings: 14 mg "tar," 1.1 mg nicotine – Kings Lights: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/kfhx0001